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**FOR IMMEDIATE RELEASE**

## **Adobe Releases Creative Suite 4 Production Premium**

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### **Cross-Platform Video Toolset Delivers New Technologies For Creating Searchable Video Content**

**SAN JOSE, Calif. — Sept. 23, 2008** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Creative Suite® 4 Production Premium, a complete solution for creative professionals who craft world-class video, audio, and interactive media — for delivery on-air, online, and on device. Adobe Creative Suite 4 Production Premium offers unprecedented levels of integration across major new releases of its video, audio, design, and Web tools, including Adobe After Effects® CS4 Professional, Adobe Premiere® Pro CS4, Adobe Encore® CS4, Adobe Photoshop® CS4 Extended (see separate release), Adobe Illustrator® CS4, Adobe Flash® CS4 Professional, Adobe® Soundbooth® CS4 and Adobe OnLocation™ CS4 — now redesigned to natively support Intel-based Macs.

“With new tools for creating searchable video content in Adobe Creative Suite 4 Production Premium, we’re opening up incredible opportunities for media professionals of all kinds,” said John Loiacono, senior vice president of Creative Solutions at Adobe. “Imagine being able to create world-class content, distribute it online, and precisely target rich-media advertising based on the embedded metadata. These capabilities forge a new interactive media paradigm for distributing, differentiating, and monetizing content in ways that were not possible until now.”

### **Rapidly Create More Valuable Content for Online Delivery**

Adobe Creative Suite 4 Production Premium offers unique features for professional production. Powerful new Speech Search in Adobe Premiere Pro CS4 and Adobe Soundbooth CS4 uses spoken dialogue to make video searchable, significantly reducing the time spent searching for clips and creating rough cuts, and makes content searchable when delivered online. With deep XMP metadata support, the production workflow is simplified, resulting in online content that gives viewers new ways to interact with and search for video, while giving content owners new opportunities to track and monetize content. In addition, After Effects CS4 has enhanced support for Adobe Flash CS4 workflows providing new, powerful paths for creating compelling interactive content.

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### **Get Closer to the Lens with Efficient Direct to Disk and Tapeless Workflows**

With Adobe Creative Suite 4 Production Premium, Adobe strengthens its support for film and broadcast production, as well as extending its industry leadership in supporting efficient, tapeless, cross-platform workflows. Editors can work natively with RED, P2, XDCAM, and AVCHD without transcoding or rewrapping, giving them one of the fastest possible workflows to see what the camera captured without loss of fidelity. Adobe OnLocation CS4 enables the capture of DV, HDV and DVCPROHD footage directly to disk and offers powerful on-set clip annotation and metadata editing, then couples with Adobe Premiere Pro CS4 for a streamlined editorial workflow. For final output, Adobe Creative Suite 4 has powerful workflows for large and small screens, efficiently exporting to film, DVD, Web DVD, Blu-ray disc, the web and mobile devices.

“At Disney Online we marry our world-class content with cutting-edge technology to create top-quality, high-impact guest experiences,” said Eric Freeman, vice president of Technology, Disney Online. “We rely heavily on Adobe solutions to support the creation and distribution of our content and the new features of Adobe Creative Suite 4 Production Premium will further enhance our ability to deliver innovative offerings to our guests.”

### **Creative Suite 4 Expands the Creative Workflow**

The Adobe Creative Suite 4 product line, which includes Adobe Creative Suite Design editions, Adobe Creative Suite Web editions, Adobe Creative Suite Production Premium and Adobe Creative Suite 4 Master Collection (see separate releases), offers access to online services\* to creative professionals and developers who work and collaborate online. Adobe ConnectNow, a service of Acrobat.com, can be accessed from InDesign® CS4, Illustrator CS4, Photoshop CS4 Extended, Flash CS4 Professional, Dreamweaver® CS4, Fireworks® CS4, and Acrobat® 9 Pro, allowing real-time collaboration with two colleagues or clients. Designers can also share color harmonies with Adobe Kuler™, which is now accessible from within InDesign CS4, Illustrator CS4, Photoshop CS4, Flash CS4 and Fireworks CS4. Other online resources include: Adobe Community Help for technical questions; Resource Central for accessing video and audio product-related news and tutorials, as well as Soundbooth scores, sound effects, and other stock media; and Adobe Bridge Home, a customizable resource for tips, tutorials, news and inspirational content. With a searchable library of more than 450 dynamically updated device profiles from leading manufacturers, Adobe Device Central CS4 (see separate release) enables users to easily test mobile content designed using many of the Creative Suite 4 products.

### **Pricing and Availability**

Adobe Creative Suite 4 Production Premium for Mac OS X on Intel® based systems and for Microsoft® Windows® XP and Windows Vista® platforms is scheduled to ship in October 2008 with availability through Adobe Authorized Resellers and the Adobe Store at [www.adobe.com/go/gn\\_store](http://www.adobe.com/go/gn_store). Estimated street price for the Adobe Creative Suite 4 Production Premium edition is US\$1699. Prices for upgrading to Creative Suite 4 Production Premium from CS3 will be US\$599 and from previous versions will be US\$799. For a limited time, licensed customers of any version of Adobe Production Studio are eligible for the US\$599 upgrade price. For more detailed information about features, upgrade policies, pricing, and international versions please visit: [www.adobe.com/creativesuite](http://www.adobe.com/creativesuite).

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